



BCA10

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THE BCA TEN: BEST COMPANIES SUPPORTING THE ARTS IN AMERICA

Thursday, November 4, 2010

The Central Park Boathouse

New York City

THE BCA TEN

- BlueCross BlueShield of South Carolina, *Columbia, SC*
- Capital Bank, *Raleigh, NC*
- Con Edison, *New York, NY*
- ConocoPhillips, *Houston, TX*
- Devon Energy Corporation, *Oklahoma City, OK*
- Halifax EMC, *Enfield, NC*
- M.C. Ginsberg Jewelers and Objects of Art, *Iowa City, IA*
- Northeast Utilities, *Hartford, CT*
- Portland General Electric, *Portland, OR*
- Strata-G Communications, *Cincinnati, OH*

Leadership Award

Clarence Otis, Jr.,
Chairman and CEO, Darden Restaurants, Inc.

Hall of Fame

United Technologies Corporation, *Hartford, CT*



Photos (opposite page, clockwise from top left) Cover of the January 1982 issue of BCAnews. • The Business Committee for the Arts is founded by David Rockefeller in 1967. It is a committee of 100 of the nation's largest corporation leaders who will encourage business to become more involved in the arts. Its first annual meeting is held at the Metropolitan Museum of Art on January 22, 1968. • Cover of the July 1979 issue of BCAnews. • Judy Agnew, wife of the vice president, hosts a reception at the White House for BCA members on June 26, 1970. Pictured with her are Gavin MacBain, chairman of Bristol-Myers Company, and his wife Margaret. • Business Committee for the Arts publishes 516 Ways BCA Companies Supported the Arts in '73 & '74 to encourage business support of the arts.



516 Ways BCA Companies Supported the Arts in '73 & '74





BCA news

A publication of the
**BUSINESS COMMITTEE
FOR THE ARTS, INC.**

No. 46, July 1979

Mrs. John D. Rockefeller 3rd, Suggests Broader Arts Role For Corporate Executives

Mrs. John D. Rockefeller 3rd, president of the Museum of Modern Art, guest speaker at the Annual Meeting, presented proposals for their help in improving the financial and administrative operations of arts organizations by making their professional and technical personnel available. She urged corporate executives who serve arts organizations as trustees to be more active in their role and to become more active as advocates for their institutions in the general public. One of the greatest needs for arts organizations is the kind of business wisdom attained by executives who have been to top management positions in their organizations. Art.

Edward M. Strauss, Jr. New BCA President

Rawleigh Warner, Jr. Mobil Chairman, Elected BCA Vice Chairman

Edward M. Strauss, Jr., was elected president of the Business Committee for the Arts at the Committee's Twelfth Annual Meeting held at the American Museum of Natural History, Thursday evening, May 19th, 1979. Strauss succeeds Lawrence A. McFarlan who has been president of BCA since its creation in December 1967. Mr. McFarlan announced his retirement last year and Mr. Strauss was selected after a year-long search by a committee appointed by the BCA board. Under Mr. McFarlan's direction, the Committee's activities were extended to every region of the country and corporate support of the arts increased 1200%—from \$22 million per year in 1967 to over \$220 million in 1978.

Rawleigh Warner, Jr., chairman of the board of Mobil Corporation was elected vice chairman of the Committee. He will succeed to the chairmanship when the current BCA chairman, W.H. Kester George, completes his term of office in May, 1980.

Mr. Strauss was formerly president of Alcoa S.A., headquartered in Louisiana, where he was also Alcoa's manager of Industry and Community Affairs—Europe. Mr. Strauss has been with Alcoa since 1960 and held a

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GREETINGS FROM THE BUSINESS COMMITTEE FOR THE ARTS EXECUTIVE BOARD CHAIRMAN AND PRESIDENT OF AMERICANS FOR THE ARTS

Welcome to the 6th annual BCA 10 awards. Tonight we celebrate the innovative partnerships taking place between the arts and business communities across the country. Each of our BCA 10 honorees demonstrate the inventive ways that businesses are working with arts organizations with impressive outcomes. We are also pleased to recognize Clarence Otis Jr., our BCA Leadership Award winner, for his continued commitment to the arts as a way to strengthen his own company, Darden Restaurants Inc., and his community. And finally, we pay tribute to United Technologies Corporation, our BCA Hall of Fame inductee, as it continues to shine as an arts supporter in its headquarter city of Hartford and throughout the world.

Not only do we celebrate these exemplary arts supporters, Americans for the Arts also commemorates its 50th Anniversary. Americans for the Arts has worked for half a century to raise awareness of the importance of the arts in all of our lives. We cultivate arts leadership, we engage in arts policy, and we conduct research on the economic and social impact of the arts. We have also worked with local arts groups and business leaders throughout the country to generate increased resources from the private and public sectors. In our 50th year, we have continued this focus on generating more business support for the arts with the release of our triennial survey of business support for the arts, convenings at our Aspen Institute Seminar for Leadership in the Arts and our National Arts Policy Roundtable at Sundance and through the work we have done with our partners including The Conference Board and Independent Sector. The leadership of our BCA Executive Board is integral in advancing this work.

We thank all of our honorees for their commitment to the arts and we thank all of you for the work you do to advance the arts in America.



A handwritten signature in dark ink, appearing to read "Joseph C. Dilg".

JOSEPH C. DILG
Managing Partner
Vinson & Elkins LLP



A handwritten signature in dark ink, appearing to read "Bob Lynch".

ROBERT L. LYNCH
President & CEO
Americans for the Arts

“BlueCross BlueShield of South Carolina has been a long-time leading supporter of arts organizations of all sizes, recognizing that a culturally rich community improves the quality of life, promotes economic development, can be a major factor in attracting new industry to the area, and helps attract and retain professionals in our state.”

—DAVID S. PANKAU, PRESIDENT AND CHIEF EXECUTIVE OFFICER, BLUE CROSS BLUE SHIELD OF SOUTH CAROLINA

BLUE CROSS BLUE SHIELD OF SOUTH CAROLINA *Columbia, SC*

BlueCross BlueShield of South Carolina has a strong commitment to the arts—from its monetary donations, \$4.7 million since 1994, to its in-kind gifts and employee involvement programs. It's support of South Carolina-based arts organizations recognizes that the arts help create thriving and dynamic communities that in turn contribute to economic development.

Former BlueCross CEO Joe Sullivan, along with other business and community leaders, was instrumental in founding the Cultural Council of Richland and Lexington Counties in South Carolina. Designed to bring together different local arts groups under one umbrella organization, the Cultural Council has gone on to provide \$11 million in grants to arts organizations, artists and schools since its inception.

For several years, BlueCross has sponsored Free Sundays at the Columbia Museum of Art, providing free community access to the museum's special exhibits and permanent collections. Additionally, BlueCross hosts Art with Ed, a biannual evening event at the Columbia Museum of Art, named for former BlueCross CEO Ed Sellers. This event showcases the museum's diverse exhibitions and programs to BlueCross employees while supporting the museum's membership program. Employees are able

to purchase museum memberships at a 50 percent discount with BlueCross paying for the balance. In 2009, the event attracted more than 1,800 employees.

BlueCross provides major support to the Nickelodeon Theatre, South Carolina's only nonprofit art house film theater. The theater is in the process of relocating, as well as launching the Columbia Media Education Center, an educational initiative focused on media literacy. Together, the Nickelodeon and the Media Education Center will form the South Carolina Center for Film and Media, which will help anchor the revival of the city's Main Street.

When the Columbia City Ballet faced a budget shortfall, BlueCross challenged the community to send in monetary contributions. The company then matched the community's donations, enabling the ballet to finish out the year in the black.

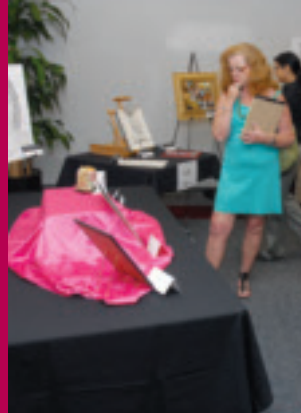
BlueCross has also been a long-time supporter of the South Carolina Governor's School for the Arts, a high school residential program located in Greenville for gifted students. In order to reach low-income and underserved populations through the arts, the company annually sponsors free ballet performances for school groups and donates tickets for cultural events

to organizations such as the Boys and Girls Club and women's domestic violence prevention groups. When a small, predominantly African-American school in a rural town was invited to march and perform at the 2009 presidential inauguration, BlueCross provided a monetary contribution that allowed all of the band members to attend.

Over the years, senior staff and employees have served in leadership capacities on numerous boards and committees throughout the state, including the South Carolina Philharmonic, Spoleto Festival USA, Fine Arts Center of Kershaw County, South Carolina Arts Foundation, South Carolina Governor's School for the Arts, and Arpad Darazs Singers.

The arts play a major role within the workplace at BlueCross. The company has a workplace campaign in several of its offices for the Cultural Council. A volunteer committee of 25 BlueCross employees works on the campaign, raising money and hosting art festivals at several office sites. Under the company's newest president and CEO, David Pankau, BlueCross continues its commitment of support for the arts in South Carolina.

Photos (opposite page, clockwise from top left) 1,500 employees look on as Ed Sellers, Chairman of BlueCross BlueShield of South Carolina, thanks them for attending the Frank Lloyd Wright "A House Beautiful" exhibit held at the Columbia Museum of Art. • BlueCross employees review children's art submitted for the annual Cultural Council Grand Arts Festival held to support the Cultural Council of Richland and Lexington Counties. • BlueCross employees take advantage of the discount offer to renew their memberships to the Columbia Museum of Art during the 2007 Art with Ed event. • BlueCross employees and their family members enjoyed working on arts and crafts at the Family Affair, an employee and family appreciation event held during the Chemistry of Color exhibit at the Columbia Museum of Art. • BlueCross employees watch the art trio, Izms of Art, as they create a graffiti art piece during the Chemistry of Color exhibit at the Columbia Museum of Art. • Museum staff, volunteers and board members manned the membership table to assist BlueCross employees at the 2007 Art with Ed event held during the Frank Lloyd Wright "A House Beautiful," exhibit at the Columbia Museum of Art. • Members of the Richland II School District Jazz Orchestra, made up of students from Blythewood High School and Ridge View High School, perform for BlueCross employees during the 2010 Cultural Council of Richland and Lexington Counties fundraiser held at BlueCross.



“Believing in the impact of the arts, Capital Bank’s support transcends any one discipline to nurture a broad spectrum of visual and performing arts. From local artists to our renowned symphony, our employees, customers and community residents have been enriched by the inspiration the artists we support provide.”

- GRANT YARBER, CEO AND PRESIDENT, CAPITAL BANK

CAPITAL BANK *Raleigh, NC*

As a community bank, Capital Bank values the impact of the arts on the people in the communities across North Carolina. Since 2003, the bank has given millions of dollars to arts organizations across the state.

Many of Capital Bank’s efforts focus on bringing the arts to underserved communities. One example is the North Carolina Symphony’s Blue Skies, Red Earth tour. The bank sponsored the symphony as they toured the western region of North Carolina, performing a historical tribute to music of the state. The success of Blue Skies, Red Earth led the North Carolina Symphony to continue statewide outreach, later traveling to the Triad and Sandhills regions for performances, with continued support from Capital Bank.

Instrument Zoos are another way that Capital Bank reaches out to communities lacking in access to the arts. This initiative exposes students to the joy

of music and the possibility of a career in music by bringing instruments into schools. Hands-on experiences with these instruments allow students to touch and experience their sounds, making a path in music more realistic and tangible.

In 2007, Capital Bank partnered with the North Carolina Theatre to present the first Capital Awards. The annual program recognizes excellence in musical productions and performances in high schools across several North Carolina counties. Each year, the Capital Awards pays tribute to young artists on a premier stage with a black-tie affair. The bank made a four-year, \$100,000 commitment to the event and has leveraged its support to raise additional funds.

Capital Bank supports local artists by purchasing and displaying their artwork in new branch locations. In addition, local artists display their works in the bustling lobby of Capital Bank Plaza in downtown

Raleigh. Capital Bank Plaza also participates in Downtown Raleigh’s First Friday art events, a popular evening festival for the public to explore downtown art galleries, artist studios, museums, and alternative art venues.

Capital Bank is a gold sponsor of ArtSpace, a non-profit arts center for the presentation and education of visual arts in a studio setting, located in the heart of Raleigh. Capital Bank also sponsors Artsposure, an annual arts festival held in downtown Raleigh. Bank President and CEO B. Grant Yarber served as chairman of the boards for both ArtSpace and Artsposure in past years.

Recently, the bank received the 2010 Business Support of the Arts Award from the United Arts Council of Raleigh and Wake County, Inc. and the Greater Raleigh Chamber of Commerce. In 2008, the bank received the 24th annual Medal of Arts, the city of Raleigh’s highest arts award.

Photos (opposite page, clockwise from top left) Grant Yarber, President & CEO of Capital Bank and Clay Aiken, North Carolina resident and American Idol finalist, congratulate 2009 North Carolina Theatre Capital Awards winners for outstanding female and outstanding male roles. Capital Bank sponsors these talented performers in a national training and competition in New York City each year. • Playbill cover for 2010 Capital Awards, a High School Musical Award Program recognizing excellence in musical performance and production. Capital Bank is the title sponsor of North Carolina Theatre Capital Awards. • Capital Bank’s North Carolina Symphony playbill advertisement - 2009. • Photo from advertisement in North Carolina Theatre season playbill - 2009. • Photo from advertisement in North Carolina Theatre season playbill - 2010. • Portion of advertisement promoting North Carolina Theatre’s Little Shop of Horrors, 2010. Capital Bank was presenting sponsor of this show. • Grant Yarber, President & CEO of Capital Bank congratulates 2010 North Carolina Theatre Capital Awards winners for outstanding female and outstanding male roles. Capital Bank sponsors these honored performers in a national training and competition in New York City each year.



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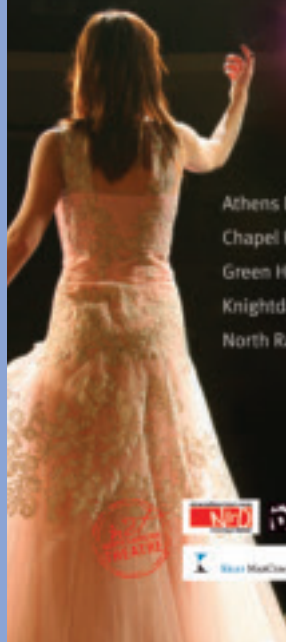
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nc NORTH CAROLINA THEATRE
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Knightdale High School	Trinity Academy
North Raleigh Christian Academy	West Johnston High School



CAPITAL BANK

SETTING THE STAGE FOR LIFE

Whether you are starting your first job, building a new business, or planning for retirement, we're here to help you reach your goals.

Strong Relationships. Smart Solutions.



CAPITAL BANK

Our partnership with the North Carolina Symphony continues to produce brilliant performances.

“Con Edison’s longstanding support for arts and cultural organizations includes a special focus on education programs for children, to help build a foundation for a deeper, life-long appreciation of the arts. We also support public arts programs so residents and visitors alike can enjoy New York’s rich culture and diverse talents.”

- KEVIN BURKE, CHAIRMAN, PRESIDENT AND CEO, CON EDISON

CON EDISON *New York, NY*

For the past 40 years, Con Edison has been a proud supporter of the arts in New York City, and has donated over \$100 million. The company supports nearly 200 arts and cultural organizations of diverse missions and sizes, including: Jazz at Lincoln Center, El Museo del Barrio, the Chocolate Factory Theater, Orchestra of St. Luke, the Joyce Theater Foundation, Alvin Ailey Dance Theater, Queens Symphony Orchestra, and Roundabout Theater Company, just to name a few.

Arts education and diversity are at the heart of Con Edison’s commitment to the arts. As a founding sponsor of the Orchestra of St. Luke’s Education Program, Con Edison and the Orchestra of St. Luke reach over 20,000 students annually in New York City’s five boroughs through performances, in-school partnerships, and music lessons. At the beginning of each school semester, a Con Edison employee serves on the Orchestra of St. Luke’s Education Committee to assist in the creation of the teaching artist classroom study guide for the education program. The Orchestra of St. Luke and Con Edison

target schools that are located in economically disadvantaged neighborhoods and expose students to classical music, helping them build a lifelong appreciation of the arts.

Con Edison’s support of the Arts and Business Council of New York’s Multicultural Arts Management Internship Program promotes diversity in nonprofit arts management. Each summer, 11 undergraduate students from multicultural backgrounds with an interest in arts management are matched with a nonprofit arts organization and a corporate mentor, the majority of who are Con Edison employees. Students gain hands-on professional experience. Since the program’s re-launch in 2000, it has served nearly 100 arts organizations of every size and discipline, in every borough.

The company also supports Playwrights Horizons Theatrical Residency Program, which provides resident interns with the opportunity to work side by side with some of the top professionals in American theater.

Con Edison encourages new ventures and ideas in the arts. The company was the first corporate supporter of the internationally acclaimed Bill T. Jones/ Arnie Zane Dance Company. Con Edison has also supported TeatroStageFest, the Latino International Theater Festival of New York, since its inaugural festival in 2007.

Con Edison develops an audience within the company, fostering an appreciation for the arts with its employees. The Culture Card Program provides active and retired employees with the opportunity to attend many of New York City’s cultural institutions free of charge.

Forty years later, Con Edison continues to be an active supporter of the arts community.

Photos (opposite page, clockwise from top left) Brooklyn Academy of Music Dance Africa performance, Senior Vice President Frances A. Resheske serves on the organization’s Board of Directors. • Bronx Museum of Art student performance. • Bronx Arts Ensemble education program. • Harlem Stage performance. • Jacob Burns Film Center Education Program, Queens Theatre in the Park performance Senior Vice President Frances A. Resheske is the President of this organization’s Board of Directors, American Museum of Natural History exhibit.



“ConocoPhillips believes in nurturing the human spirit, as well as the mind and body. For more than a century, we have championed the arts to help improve quality of life, enhance education and enrich the culture of our home communities – all as part of our commitment to corporate citizenship.”

- JIM MULVA, CHAIRMAN AND CEO, CONOCOPHILLIPS

CONOCOPHILLIPS *Houston, TX*

ConocoPhillips recognizes that the availability of the arts, as well as high-quality education and healthcare, helps ConocoPhillips attract employees of the highest caliber. The recognition the company receives through arts events and programs is also a source of pride for employees. For more than 100 years, the arts have been an essential area of community support for ConocoPhillips. In 2009, the company's donations totaled \$3 million, in addition to hundreds of volunteer hours, international marketing sponsorships, and in-kind support.

For 41 years, the company has hosted a free Houston Symphony holiday concert for its employees, and more than 2,200 employees and family members attended in 2009. ConocoPhillips also has an extensive art collection displayed at many of the company's corporate locations. The company's support of the Louisiana Wildfowl Carvers & Collectors Guild, an organization dedicated to promoting the art of wild-life carving, dates back more than 20 years. Each year, the Best in Show carving from the Guild's annual festival is added to the Wood on the Wing exhibit, which is displayed at company facilities. The company shares their collection with museums in the form of temporary loans and permanent donations.

ConocoPhillips also encourages employee involvement in the community through a matching gift program. An employee volunteer grant program donates \$500 for every 20 hours that a ConocoPhillips employee volunteers for a nonprofit.

ConocoPhillips has provided major support for the Houston Grand Opera (HGO) for 30 years. The company sponsors HGO's season-opening operas, and their support continues into the 2010–2011 season with their sponsorship of HGO's new production of Puccini's *Madame Butterfly*.

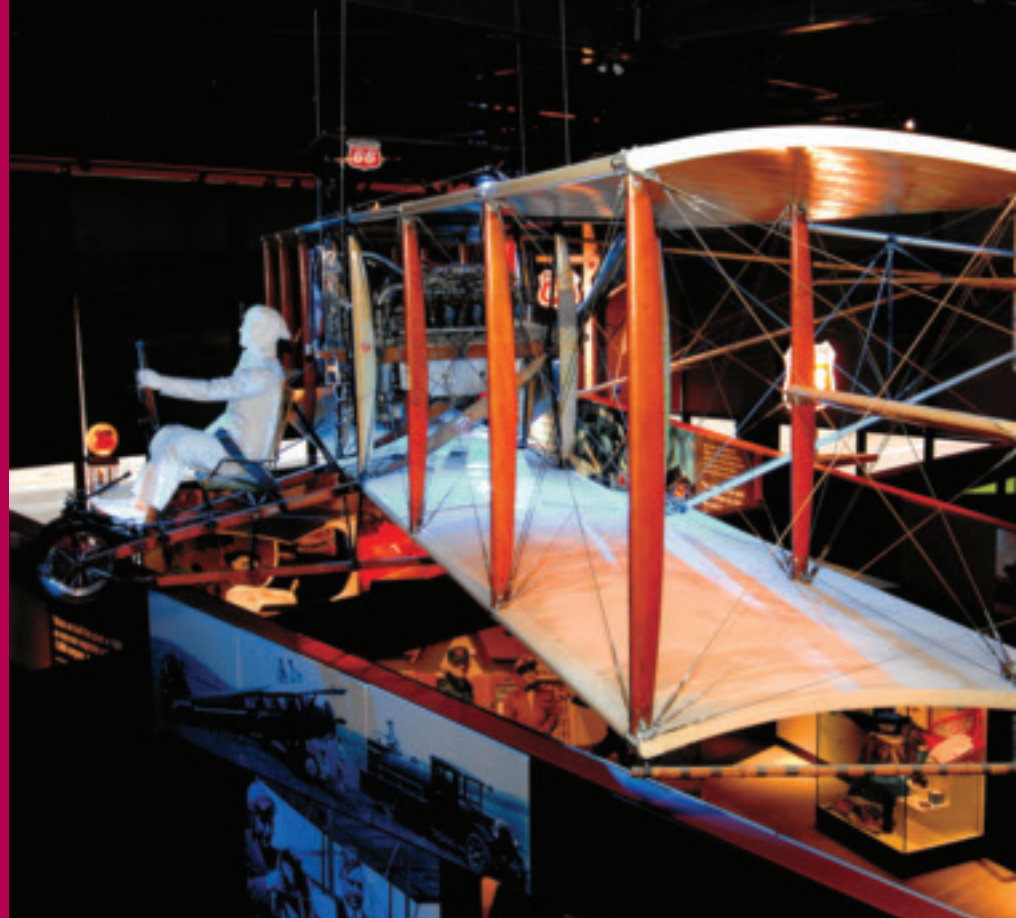
ConocoPhillips also supports innovative efforts to connect communities to the arts. In 2008, the company made a six-year commitment to HGOco, the opera's education and community engagement initiative that aims to make the arts relevant to the Houston community. HGOco uses the resources of the entire company and collaborates with partners in new ways in order to provide opportunities for people of all backgrounds to experience, participate in, and create art.

The Society for the Performing Arts' ConocoPhillips Transportation Funding Assistance Program under-

writes the cost of transporting school and community groups to performances in Houston's Theater District at a significant discount. Additionally, the program provides transportation to performing artists and companies from around the world into the Houston community to offer educational programming to underserved students.

In Bartlesville, OK, ConocoPhillips donated Price Tower, Frank Lloyd Wright's only realized skyscraper, to the Price Tower Arts Center in 2000. The company is also a major sponsor of Bartlesville's OK MOZART Festival, which brings world-renowned musicians to Oklahoma. ConocoPhillips also supports the Oklahoma Arts Institute in various ways, from scholarships for students and teachers to in-kind printing for the Institute's summer arts program, which provides intensive training in visual, performing, and literary arts.

Photos (opposite page, clockwise from top left) ConocoPhillips donated Frank Lloyd Wright's only skyscraper, the Price Tower in Bartlesville, Oklahoma, to the nonprofit Price Tower Arts Center organization. • 'Taking to the Skies' exhibit at the Phillips Petroleum Company Museum in Bartlesville, Oklahoma. • 'Marketing Conoco' exhibit at the Conoco Museum in Ponca City, Oklahoma. • Cast of Houston Grand Opera's production A Way Home from the performances at Miller Outdoor Theatre in Houston, Texas.



“Arts organizations play an important role in our communities. The arts inspire innovation, promote creativity and foster collaboration – all qualities that are also important in business. We support the arts through our volunteerism, our patronage and our contributions. In return the arts enhance our lives and those of our neighbors, making Oklahoma City an even better place to live, work and do business.”

- JOHN RICHEL, PRESIDENT AND CEO, DEVON ENERGY CORPORATION

DEVON ENERGY CORPORATION *Oklahoma City, OK*

Devon Energy Corporation takes pride in supporting community initiatives that make Oklahoma City a better place to live. Being a good neighbor is one of the company's core values, and part of this effort involves supporting the arts.

Devon and its employees reach out to local arts organizations, large and small, through volunteerism, education, patronage, and financial support. By nurturing the arts, Devon believes it can foster innovation, creativity, and a social framework of collaboration that promotes healthy communities and vibrant business environments.

While arts communities rely on the financial support from businesses and other benefactors, Devon has an even broader vision for supporting arts initiatives. The company collaborates with community organizations to promote the arts across social and generational lines. Devon reaches out to school children, art students, and local patrons. It partners to improve public venues and invests in efforts to promote diversity and accessibility.

Devon nurtures art appreciation among children through the Lyric Theatre's musical interactive productions. The program involves more than 100 public schools across Oklahoma each year. These

performances offer new experiences in communities where the arts may not be prevalent or accessible.

At Mark Twain Elementary, Devon's adopted school in an urban Oklahoma City neighborhood, the company supports various artistic enrichment initiatives such as the Life Change Ballroom program, which introduces ballroom dancing to children. The students learned to fox trot, cha-cha, swing, salsa, and rumba, and top performers are selected for citywide dance competitions.

In commemoration of Oklahoma's Centennial in 2007, Devon partnered with Oklahoma City Community College to create a grand ceramic tile mosaic in the heart of downtown Oklahoma City's entertainment district. The illustration features famous Sooner icons against an orange Oklahoma sunrise. More than 100 students and 150 volunteers worked on the project.

“Some of the best ways to teach our young people about the value of their heritage is through the arts,” said Larry Nichols, Devon's executive chairman. “If we can do that, we have set in motion a legacy that will help shape Oklahoma's destiny for many generations to come.”

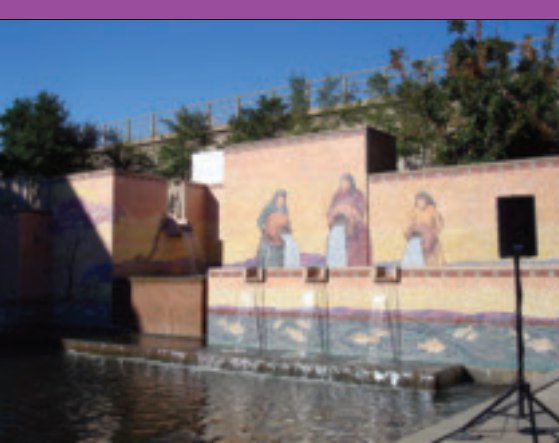
In addition to laying a foundation among the young, Devon also reaches out to people who have enjoyed

the arts all of their lives. Devon's workplace giving campaign for Allied Arts in Oklahoma City is not a typical fundraising effort. The company's Devon Has Talent program raised a record \$56,000 in 2010. The drive featured several talented Devon employees, highlighting their artwork or musical performances during the lunch hour and on the company's internal website. The campaign also included a private performance for employees by Ballet Oklahoma.

As Oklahoma's largest company, Devon sets a high standard for the business community, often providing the lead donation for capital campaigns in an effort to spur others to give. For example, the company gave the first \$1 million toward the Oklahoma City Philharmonic's \$6 million Orchestrating Greatness Endowment Campaign.

Many of Devon's executives are involved in supporting the arts. Devon Executive Chairman Larry Nichols serves on several boards, including the Arts Council of Oklahoma and the National Cowboy and Western Heritage Museum. Devon's President and CEO John Richels is chairman of the Oklahoma City National Memorial Board of Trustees and serves on the Oklahoma City Philharmonic Board of Directors.

Photos (opposite page, clockwise from top left) Oklahoma City Philharmonic Music Director Joel Levine conducts an orchestra performance. • Devon President and CEO John Richels serves as chairman of the organization's Board of Directors while another Devon employee volunteers on the Philharmonic's Associate Board. • Young ballerinas prepare to learn the art of dance at the Metropolitan School of Dance, one of many organizations supported by Allied Arts and corporate partners like Devon. • Devon's partnership with the Oklahoma City Ballet helps support dancers who grace the stage of the Civic Center Music Hall. • Crowds flock to the Oklahoma City Festival of the Arts, where hundreds of Devon employees volunteer each year to set up the event and serve festival artists. • Devon teamed up with Oklahoma City Community College to present an historical mosaic in downtown's Bricktown district to celebrate the state's centennial.



“Halifax EMC believes that the arts provide ways for individuals to express their artistic talents whether through acting, singing, painting, handiwork, or craftsmanship. Halifax EMC understands that the arts change communities and increase the quality of life for both their employees and members.”

- CHARLES H. GUERRY, PE, EXECUTIVE VICE PRESIDENT & GENERAL MANAGER, HALIFAX EMC

HALIFAX EMC *Enfield, NC*

Over the last fifteen years, Halifax Electric Membership Corporation (Halifax EMC) has been involved in the promotion of the arts through advertising, sponsorships, and employee volunteerism. At least 20% of Halifax EMC's philanthropic support went to the arts in 2009. The company believes that the arts provide ways for individuals to express their artistic talents whether through acting, singing, painting, handiwork, or craftsmanship. Halifax EMC understands that the arts change communities and increase the quality of life for both their employees and customers.

Halifax EMC ensures that the arts are a part of their employees' lives by making tickets available to performances at the Lakeland Arts Theater in Littleton, North Carolina. They also provide tickets to plays and shows at two local theaters as part of the com-

pany's annual holiday party. Employees continue to show their dedication to the arts through volunteer service at the Lakeland Arts Theater. They have volunteered their time as participants in plays and also by providing electrical services to the theater.

Recently, Halifax EMC worked with a local artist to relate visual art to the company's field by commissioning artwork that depicts the early service of rural electrification. They are currently working with this artist on a second commissioned piece.

The use of the Halifax EMC community calendar is another form of outreach that the company uses to keep the community engaged in the arts. With many local cultural events, Halifax EMC keeps their customers up to date by including arts events on its online community for concerts at Cherry Hill in

Warren County, plays at Lakeland Arts Theater, The Center at Halifax Community College, and festivals which include local arts and crafts. The company also provided sponsorship for “Fall for the Arts” a home tour with local artists displaying their artwork at home.

Halifax EMC, through its Operation Round Up program, provides grants to arts programs at Lakeland Arts Theater. In addition the company has sponsored plays at Lakeland Arts Theater, by means of financial gifts and in-kind assistance. This generosity helped bring theater to the local outdoor stage for the presentation of “First For Freedom.” The company also provides sponsorship for a local organization called “Calling Angels” which raises funds to provide arts for foster children.

Photos (opposite page, clockwise from top left) Brady Martin, as Captain Von Trapp, and Meredith Edwards, as the Countess, from the “The Sound of Music” performed at Lakeland Theatre Company. • Debbie Hardy, President of Halifax Helps, a subsidiary of Halifax EMC, talks with members of the cast from “Music Man Jr.” • Halifax Helps awarded Lakeland Theatre Company a grant to help sponsor the young people's workshop at Lakeland. • Wally Hurst of Lakeland Theatre Company recognizes Halifax EMC and Halifax Helps at a reception to honor them for their support of the arts. • Pictured: (l-r) Wally Hurst, Lake Theatre Company; Debbie Hardy, President of Halifax Helps; Beverly Carter, Board President, Halifax EMC; Charles Guerry, Executive Vice President & General Manager of Halifax EMC. • Halifax EMC linemen assisted with the construction of this outdoor stage, which is now used for the production of “First For Freedom,” an outdoor drama about the Halifax Resolves, the first official document declaring independence from Great Britain. • Cast from “Music Man Jr.” at Lakeland Theatre Company. • Cast from “The Sound of Music.” • Cast of “1776.” • From “Pump Boys and Dinettes” Gavin Gutteresen, Brady Martin, and Jedidiah Griffith.



“I believe art makes the community. Through art we discover beauty in the most unlikely things and places, delighting in the shared wonder of accidental discoveries. M.C. Ginsberg Jewelers is dedicated to building the community by encouraging us to explore, to find together what makes our lives exciting and our culture unique.”

- MARK GINSBERG, PRESIDENT, M.C. GINSBERG JEWELERS & OBJECTS OF ART

M.C. GINSBERG JEWELERS AND OBJECTS OF ART *Iowa City, IA*

M.C. Ginsberg Jewelers supports the arts as enrichment for the whole community. Soon after buying his father's jewelry store in 1985, Mark Ginsberg established the M.C. Ginsberg Fund to serve the arts community in Iowa City through free exhibitions, public lectures, artists' workshops, and community arts events. Known for initiating cultural programming as well as hoping to inspire other businesses, large and small, to follow its lead, M.C. Ginsberg Jewelers spans more than two decades of committed activism in the arts. In a college town of 60,000 people, and supported by revenue from just 600 square feet of retail space, the business has given nearly \$600,000 to the arts since 1984, in addition to countless in-kind donations and volunteer hours.

M.C. Ginsberg is not solely a jewelry store. The space is defined as a gallery and an incubator for artists, housing original works for viewing and for sale as well as specially curated exhibitions presenting jewelry as works of art. One recent exhibition enabled the community to see examples of custom-made Art Deco

and Retrospective jewelry. In the fall of 2010, the gallery space became a classroom as well, hosting a master-level practicum class for University of Iowa metal-smithing students to hone their craft while learning real-world business skills.

M.C. Ginsberg provides financial support of approximately \$20,000 a year toward art and culture programs, including an artist-in-residence program for the Iowa City School District. The entire staff volunteers for these programs. The business also hosts fundraising events throughout the year in which all profits benefit a specific arts or cultural program, such as the Hancher Auditorium at the University of Iowa. M.C. Ginsberg has also started an ongoing project producing a jewelry line for an organization. When the jewelry is sold, the organization receives 50 percent of the profits.

In 1990, M.C. Ginsberg Jewelers President Mark Ginsberg helped found the annual Iowa City Jazz Festival. Ginsberg served as executive producer

until 1997. Now in its 20th year, the three-day event attracts more than 60,000 people from all over the country and is considered by the international jazz community to be one of the finest jazz venues in the United States. In addition to performances, the festival includes an educational component. In past years, the festival has hosted workshops and lectures led by esteemed jazz musicians such as Paquito D'Rivera, T. S. Monk, Paul McKee, Ed Wilkerson, Ron Carter, Marshall Allen, and members of the Sun Ra Arkestra.

M.C. Ginsberg Jewelers sponsors Summer of the Arts in Iowa City, the umbrella organization under which the Iowa City Jazz Festival is now encompassed. Summer of the Arts also includes the Iowa City Art Festival and other programming such as free downtown concerts. Mark Ginsberg serves on the board of Summer of the Arts as well as the Iowa Great Places Citizen Advisory Board, which is a governor-appointed position.

Photos (opposite page, clockwise from top left) M.C. Ginsberg partnered with the University of Iowa to turn second floor gallery space into a classroom for MFA students wanting to hone their craft while learning real-world business skills. Photo Mohammed Alhadab/The Daily Iowan.

- Ginsberg and Iowa City developer Marc Moen have placed pianos in downtown Iowa City for anyone to play. They were inspired by the public art project "Play Me, I'm Yours," which has placed pianos in open spaces around the world to challenge people to interact.
- Jazz Fest, a nationally recognized festival co-founded by Mark Ginsberg Photos Greg Frieden.
- An Art Deco brooch was among the items displayed in the public gallery space of M.C. Ginsberg.
- The store front of M.C. Ginsberg in downtown Iowa City, with a first floor devoted to jewelry sales, and the upper floors to exhibitions, classroom space and the creation of handcrafted objects of art.



“Northeast Utilities and its companies embrace the important role played by the arts in energizing the social, economic and educational fabric of our communities. That’s why Northeast Utilities has a long history of supporting regional organizations which make the arts and culture more accessible to broader audiences. ”

- CHARLES W. SHIVERY, CHAIRMAN, PRESIDENT AND CEO, NORTHEAST UTILITIES

NORTHEAST UTILITIES *Hartford, CT*

Strongly rooted in its local communities, Northeast Utilities (NU) and its electric and natural gas companies in Connecticut, Massachusetts and New Hampshire recognize the value and economic impact that a vibrant arts and cultural environment can support. A strong community arts presence enriches the workplace, enlivens the community and enhances education. For example, NU, through its regulated electric utility, the Connecticut Light and Power Company (CL&P), has supported arts and culture in and around Hartford for decades.

The company's ongoing, multi-faceted partnership with one Hartford area elementary school is just one example of how it has helped nurture a new generation of arts participants. A \$500,000 grant from the NU Foundation provided funding to enable the R.J. Kinsella Elementary School to transform itself into a K-8, arts-based magnet school. Students in Kinsella's performing arts program also provided the acting talent in the production of the

company's latest electrical safety DVD, “Safe, Not Sorry.” In addition, the company provides students with opportunities to expand their education outside of the classroom by leveraging its corporate sponsorships with arts organizations to enhance the educational experiences for partner schools.

NU and CL&P have sustained strong support of the Greater Hartford Arts Council through direct funding, volunteer hours and strategic partnerships. The company involves its employees in workplace giving through the Greater Hartford Arts Council's annual United Arts Campaign. Annually, company employees contribute to this arts campaign which is matched dollar-for-dollar by the NU Foundation. A large painted mural was created by the Neighborhood Studios summer intern program, which was underwritten by CL&P and hangs prominently in the main hall of the company's suburban Connecticut campus in Berlin, CT.

Recognizing that art has the power to transform lives, company officers proudly serve the Hartford area arts community through board service at organizations such as the Bushnell Center for the Performing Arts, the Hartford Symphony, the Wadsworth Museum of American Art, the Greater Hartford Arts Council, the Goodspeed Opera House and the Connecticut Virtuoso Board.

NU maintains a workplace fine art collection at its downtown Hartford corporate headquarters, including works on loan from the New Britain Museum of American Art. Its central location on the city's Constitution Plaza has been used as a performing arts space to engage employees and the public during the workday to enjoy and celebrate the arts. Annually, the company lights up this space with more than one million holiday lights that draws thousands of people to downtown Hartford.

Photos (opposite page, clockwise from top left) Connecticut Ballet performing at Riverfront Recapture. Photo Gregory Kriss. • Laurie Aylsworth, NU vice president and chairperson of the company's 2010 Employee Giving and United Arts Campaign, and Judy Weinstein, Greater Hartford Arts Council workplace giving director. • Dancers from the Hartt School. Photo Thomas Giroir. • Artists Collective performance. • Goodspeed Opera House by the Connecticut River. Photo Robert Benson. • Hartford Festival of Lights on Constitution Plaza. Photo Ben Pollard. • Workplace giving through the Greater Hartford Arts Council's annual United Arts Campaign.